



## THE CITY OF SAN DIEGO **MANAGER'S REPORT**

DATE ISSUED: October 3, 2001 REPORT NO. 01-204

ATTENTION: Honorable Mayor and City Council

SUBJECT: Citywide Volunteer Program FY 2001 Annual Report

REFERENCE: Manager's Report No. 00-171 (August 29, 2000)

### SUMMARY

THIS IS AN INFORMATION ITEM ONLY. NO ACTION IS REQUIRED ON THE PART OF THE CITY COUNCIL.

### BACKGROUND

Many City of San Diego departments make extensive use of volunteers in their operations, enabling them to provide programs and services that would not be possible without the help of volunteers. A Citywide Volunteer Program created in 1995 develops citywide volunteer policies, and assists city departments in all aspects of volunteer recruitment and management.

### DISCUSSION

**As shown in the attached table, during FY 2001, 33,164 volunteers contributed 1,076,161 hours of time to city departments and programs.** Using the national average value of \$15.39 per hour for volunteer time, provided by the Points of Light Foundation, **the total value to the City of San Diego is estimated to be \$16,562,118.**

#### Volunteer Recruitment

The Citywide Volunteer Program assists city departments in volunteer recruitment through the development and distribution of over 12,000 *Volunteer Opportunities brochures* each year to branch libraries, recreation centers, senior centers, high schools, colleges, military, and other organizations. Current volunteer opportunities information is provided on the City of San Diego *Volunteer Program web page*, which includes an e-mail application, and through the City's *Just Call phone system*, which includes a fax option. Volunteer Program staff participate in high

school and college career fairs and other special events to recruit volunteers. People interested in volunteering for the city can also call the Volunteer Program's *Volunteer Information Line*.

### Volunteer Manager Support and Training

Increasing city staff volunteer management skills results in improved volunteer satisfaction and retention. The Citywide Volunteer Program works with volunteer managers and supervisors in all city departments to build and support volunteer programs, and makes volunteer management training available periodically to all volunteer managers. Recently, the Citywide Volunteer Program brought in two nationally-known volunteer management consultants to provide two days of training to 100 City of San Diego and other agency volunteer managers. A City of San Diego Volunteer Manager's Manual has been developed which provides citywide policies and procedures for volunteer recruitment, training, and recognition.

### Volunteer Recognition

Volunteer recognition and rewards are important in retaining volunteers. Several events over the last year honored and rewarded city volunteers. In October, 2000, a promoter donated several hundred tickets to "The Legend of Tamar" show at the Civic Theater, which were distributed by the Citywide Volunteer Program to all interested City of San Diego volunteers.

The City Council honored city volunteers by declaring the entire month of April 2001 "City of San Diego Volunteer Month," which also coincided with National Volunteer Week (April 22-28). The Citywide Volunteer Program arranged through the Central Balboa Park Association for the donation of 5,000 free passes during April to Balboa Park museums, the Zoo, and other local attractions to give to city volunteers and United Way agency volunteers. Additionally, the Padres donated 5,000 tickets, and Kobey's Swap Meet provided 3,000 entrance tickets. Many city departments held their volunteer recognition lunch and dinner events during April.

The United Nations declared 2001 the "International Year of Volunteers" in order to increase recognition, networking and promotion of volunteer programs and initiatives worldwide. The Citywide Volunteer Program purchased 5,000 colorful custom pins celebrating the International Year of Volunteers, with "City of San Diego" inscribed at the bottom. These were made available to all city volunteer managers to distribute to department volunteers during April.

Respectfully submitted,

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Ann Hix, Program Manager  
Special Projects/Volunteer Program

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Approved: Bruce Herring  
Deputy City Manager

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Attachment: Fiscal Year Summary of Department Volunteer Programs

